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**FACTORS INFLUENCING BUYING INTENTION OF SMART PHONE
AMONG MULTIMEDIA UNIVERSITY (MMU) STUDENTS IN MELAKA
CAMPUS**

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**MASTER OF SCIENCE (MANAGEMENT)
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AMONG MULTIMEDIA UNIVERSITY (MMU) STUDENTS IN MELAKA
CAMPUS**

By

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UUM
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**Thesis Submitted to
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(Management)**



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ABSTRACT

The aim of this research is to analyze the factors influencing buying intention of smartphone among MMU students in Melaka campus. Today firms build use of assorted ways so as to draw in new customers, retain existing customers and differentiate their merchandise from those of their competitors. Perhaps, the foremost necessary and effective strategy to influence client behavior within the product choice is accenting the brand name and pricing offer of the merchandise. Therefore, aim of this paper is to research the factors influencing buying intention of smartphone. Five independent variables that is brand, price, design, operating system and patents are tested against dependent variable buying intention to view the relationship and influence. The study involved a questionnaire handed to 367 students which using smart phone and selected randomly in Multimedia University Melaka. It is highly noted that brand, price and design has significance with smartphone buying intention. Meanwhile, operating system and pattern has no significance with smartphone buying intention.

Keywords: *Buying Intention; Brand; Price; Design; Operating System and Patents.*



ABSTRAK

Tujuan penyelidikan ini adalah untuk menganalisis faktor-faktor yang mempengaruhi minat membeli telefon pintar di kalangan pelajar MMU di kampus Melaka. Firma hari ini membina penggunaan pelbagai cara untuk menarik pelanggan baru, mengekalkan pelanggan sedia ada dan membezakan barangan mereka daripada pesaing mereka. Mungkin, strategi yang paling penting dan berkesan untuk mempengaruhi tingkah laku pelanggan dalam pilihan produk menonjolkan jenama dan tawaran harga barang dagangan. Oleh itu, tujuan kertas ini adalah untuk meneliti faktor-faktor yang mempengaruhi tujuan membeli telefon pintar. Lima pembolehubah bebas yang merupakan jenama, harga, reka bentuk, sistem operasi dan paten diuji terhadap pembolehubah bersandar niat membeli untuk melihat hubungan dan pengaruh. Kajian ini melibatkan soal selidik yang diberikan kepada 367 pelajar yang menggunakan telefon pintar dan dipilih secara rawak di Multimedia University Melaka. Adalah sangat diperhatikan bahawa jenama, harga dan reka bentuk mempunyai kepentingan dengan niat membeli telefon pintar. Sementara itu, sistem operasi dan corak tidak mempunyai maksud dengan niat membeli telefon pintar.

Katakunci: *Niat Pembelian; Jenama; Harga; Reka Bentuk; Sistem Operasi dan Paten.*



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CHAPTER 1

INTRODUCTION

1.1 Background of Study

Mobile phones are basically used to facilitate communication and as a voice and data communication tool. However due to the sophistication of the technology increasingly innovative, users can now access phone mail (email), stock quotes, reviews restaurants, movie guides, sports reviews and more. Due to the sophistication of these mobile phones, university students also do not want to miss out on adoption applications provided by mobile phone manufacturers even at the prices they charge can be categorized as expensive and unsuitable for student status income.

The use of smartphones (smartphone) is becoming more popular among Malaysians. Smartphones refer to mobile phones that have advanced computing features and connectivity compared to regular mobile phones (Claudio, 2013). Smartphones allow users to install advanced applications based on phone platforms such as Symbian, Android, iOS or Windows Phone. In addition, smartphones also use an operating system that provides a platform for application construction.

In the past, this smartphone was only capable of being used by corporate citizens and successful businessmen, but now smartphones are also capable of being owned by university students in Malaysia. Through smartphones, students can contact parents,

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QUESTIONNAIRE



This questionnaire is developed to examine on the relationship between price, design, operating system and patents towards buying intention on the smart phone among MMU students in Melaka Campus.

Gender:	Male	<input type="checkbox"/>	Female	<input type="checkbox"/>
Age:	25 and below	<input type="checkbox"/>	26- 35	<input type="checkbox"/>
			36 – 45	<input type="checkbox"/>
	46 – 55	<input type="checkbox"/>	> 55	<input type="checkbox"/>
Education:	SPM/Certificate	<input type="checkbox"/>	STPM	<input type="checkbox"/>
	Diploma/	<input type="checkbox"/>	Bachelor	<input type="checkbox"/>
	Advance Diploma	<input type="checkbox"/>	Degree	<input type="checkbox"/>
			Postgraduate	<input type="checkbox"/>

Please mark (/) in the box below

1. Please select your current smart phone brand

Samsung	<input type="checkbox"/>	Apple iPhone	<input type="checkbox"/>
Vivo	<input type="checkbox"/>	Huawei	<input type="checkbox"/>

Others (Please specified) _____

2. In what price range does your current smart phone fall?

Less than RM500	<input type="checkbox"/>	Between RM500 – 1,500	<input type="checkbox"/>
RM1, 500 – 3,000	<input type="checkbox"/>	> RM3, 000	<input type="checkbox"/>

3. How long have you been using your current smart phone brand?

Less than 1 year

Between 1 – 4 years

5 years and above

4. How many mobile phones you have used before?

1

2 - 3

4-5

> 5

Others (Please specified) _____

5. What is your favourite smart phone brand?

Samsung

Apple iPhone

Vivo

Huawei

Others (Please specified) _____

SECTION 1: Factors Influencing Buying Intention of Smart Phone**Brand** (Independent Variable I)

(Please tick in the box below)

1=Strongly Disagree 2=Disagree 3=Moderate 4=Agree 5=Strongly Agree

	1	2	3	4	5
1. Does brand of smart phone influence your buying decision?					
2. Manufacturer who sells popular smart phone brand do gain high volume of sales in market.					
3. Brand is the most important factor that influences smart phone branding strategy.					
4. Brand image increase my status in the society.					
5. Brand image is an attraction for me to buy a smartphone					
6. I will consider the brand image when buying a smartphone with higher price					
7. I will buy according to my favourite's smartphone brand, regardless of the price.					
8. Smartphone's brand name is my priority when making a buying decision.					
9. I will consider the reputation of smartphone brand before buying it.					

Pricing (Independent Variable II)

(Please tick in the box below)

1=Strongly Disagree 2=Disagree 3=Moderate 4=Agree 5=Strongly Agree

	1	2	3	4	5
1. Does pricing of smart phone influence your buying decision?					
2. Does pricing factor affect the smart phone branding strategy?					
3. Manufacturer who sells smart phone at cheaper price do gain high volume of sales in market.					
4. Pricing is the most important factor that influences smart phone branding strategy.					
5. I compare prices of other Smartphone's brands and store brands before I choose one.					
6. I buy Smartphone because they are worth to used regarding between with their price & usage quality.					
7. I am willing to buy Smartphone even though the price is higher					
8. I am uncertain which Smartphone's brands provide real value for money in terms of product quality.					
9. The cheapness of some Smartphone's brand suggests to me that they may have some risks, such as low quality					

Design (Independent Variable III)

(Please tick in the box below)

1=Strongly Disagree 2=Disagree 3=Moderate 4=Agree 5=Strongly Agree

	1	2	3	4	5
1. Does design of smart phone influence your buying decision?					
2. Does design factor affect the smart phone branding strategy?					
3. Manufacturer who sells designable smart phone capture the sales market.					
4. Design is the most important factor that influences smart phone branding strategy.					
5. If two smartphone's had the same features I would choose the Smartphone that is the current craze from an operating system point of view.					
6. If two smartphone's had the same features I would choose the Smartphone that is the current craze from the Brand point of view.					

7. If a smartphone designer changes the user interface completely, I would welcome the change of Brand.					
8. The quality, reliability of the product doesn't matter to me, what matters are that the Brand is the current craze. (Everyone wants one)					
9. I would rather choose a Smartphone brand that has a superior camera over one that is fast and responsive.					
10. I would rather choose a Smartphone brand that has a mature app store over one that is the current craze from a brand point of view.					
11. I would rather choose a smartphone brand that is easy to use, thereby allowing me to perform task faster.					

Operating System (Independent Variable IV)

(Please tick in the box below)

1=Strongly Disagree 2=Disagree 3=Moderate 4=Agree 5=Strongly Agree

	1	2	3	4	5
1. Does operating system of smart phone influence your buying decision?					
2. Does operating system factor affect the smart phone branding strategy?					
3. Manufacturer who produce excellent operating system are popular among smart phone branding.					
4. Operating system is the most important factor that influences smart phone branding strategy.					

Patents (Independent Variable V)

(Please tick in the box below)

1=Strongly Disagree 2=Disagree 3=Moderate 4=Agree 5=Strongly Agree

	1	2	3	4	5
1. Does patents issue influence your buying decision?					
2. Does patents factor affect the smart phone branding strategy?					
3. Manufacturer who secure their patents are safer among smart phone branding.					
4. Patents are the most important factor that influences smart phone branding strategy.					

SECTION 2: Buying Intention of Smart Phone

This section is seeking your opinion regarding the factors that influence the buying intention of smartphone.

1. Please select one answer indicates the extent to which you agree or disagree with each of the following statements.

1=Strongly Disagree 2=Disagree 3=Moderate 4=Agree 5=Strongly Agree

Buying intention	1	2	3	4	5
a. I intend to buy a smartphone in near future.					
b. I will consider the brand of the smartphone before I buy it.					
c. I will recommend my friend to buy smartphone.					
d. I search for information about smartphone from time to time.					
e. I always talk about smartphone with my friends.					

2. Please rank how much of an influence the following has on you when buying a smart phone?

- ___ Brand
 ___ Price
 ___ Design
 ___ Operating System
 ___ Patent

3. Please rate how the following influence your decision to buy a particular smart phone. (Please circle your choice)

	No Influence										Significant Influence									
a. Television Ads	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
b. Reputation	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
c. Magazine Ads	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
d. Celebrity Endorsement	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
e. Appearance	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
f. Price	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
g. Brand	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
h. Other _____	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10

4. Please tell me whether you agree or disagree with the following statements. Read out statements one by one and code appropriately for each.

	Agree	Disagree
a. I will ONLY buy or consider buying smart phone if they are good brand.	1	2
b. I will ONLY buy or consider buying smart phone if they are same brand with the one I am using now.	1	2
c. I will buy or consider buying smart phone EVEN IF they are slightly different brand.	1	2

5. Please tell me whether you agree or disagree with the following statements. Read out statements one by one and code appropriately for each.

	Agree	Disagree
a. I will ONLY buy or consider buying smart phone if they are cheap.	1	2
b. I will ONLY buy or consider buying smart phone if they are more or less the same price with other brand	1	2
c. I will buy or consider buying smart phone EVEN IF they are slightly more expensive.	1	2

6. Please tell me whether you agree or disagree with the following statements. Read out statements one by one and code appropriately for each.

	Agree	Disagree
a. I will ONLY buy or consider buying smart phone if it has good design.	1	2
b. I will ONLY buy or consider buying smart phone if they are more or less the same design with other brand	1	2
c. I will buy or consider buying smart phone EVEN IF they are slightly different design.	1	2

7. Please tell me whether you agree or disagree with the following statements. Read out statements one by one and code appropriately for each.

	Agree	Disagree
a. I will ONLY buy or consider buying smart phone if they have good operating system.	1	2
b. I will ONLY buy or consider buying smart phone if they are more or less the same operating system with the one I am using now.	1	2
c. I will buy or consider buying organic products EVEN IF they have different operating system.	1	2

8. Please tell me whether you agree or disagree with the following statements. Read out statements one by one and code appropriately for each.

	Agree	Disagree
I will ONLY buy or consider buying smart phone if they are patented.	1	2

~End of questionnaire~